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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No.: 09/731,115 Confirmation No. : 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2611  
Examiner : Not yet assigned

Commissioner for Patents  
Washington, D.C. 20231

TRANSMITTAL LETTER FOR  
INFORMATION DISCLOSURE STATEMENT

Sir:

Transmitted herewith is an Information Disclosure Statement for the above-identified application. This statement is submitted:

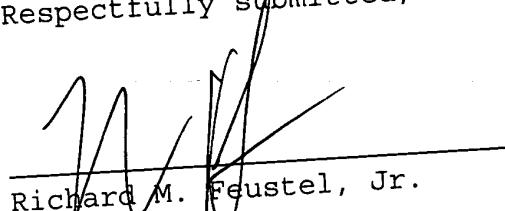
within three months of the application filing date;

more than three months from the application filing date but before the mailing date of the first Office Action on the merits.

In accordance with 37 C.F.R. § 1.97, submission of this Statement requires no fee. However, if for any reason a fee is due, the Director is hereby authorized to charge payment of any fees required in connection with this Information Disclosure Statement to Deposit Account

a fee is due, the Director is hereby authorized to charge  
payment of any fees required in connection with this  
Information Disclosure Statement to Deposit Account  
No. 06-1075. A duplicate copy of this letter is transmitted  
herewith.

Respectfully submitted,

  
Richard M. Feustel, Jr.  
Reg. No. 46/698  
Attorney for Applicant(s)  
FISH & NEAVE  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020-1104  
Tel.: (212) 596-9000

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INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,  
the applicants wish to call the attention of the Examiner to the  
following documents:

UNITED STATES PATENTS

Anderson	U.S. Patent No. 3,729,581	04/24/73
Guinet et al.	U.S. Patent No. 4,058,830	11/15/77
Doumit et al.	U.S. Patent No. 4,203,130	05/13/80
Krüger et al.	U.S. Patent No. 4,488,179	12/11/84
Horne	U.S. Patent No. 4,685,131	08/04/87
Hayashi et al.	U.S. Patent No. 4,691,351	09/01/87
Young	U.S. Patent No. 4,706,121	11/10/87
Foster	U.S. Patent No. 4,714,919	12/22/87

Reiter et al.	U.S. Patent No. 4,751,578	06/14/88
Muguet	U.S. Patent No. 4,787,063	11/22/88
Hirashima	U.S. Patent No. 4,833,710	05/23/89
Ishimochi et al.	U.S. Patent No. 4,899,139	02/06/90
Kikuta	U.S. Patent No. 4,942,391	07/17/90
Levine	U.S. Patent No. 4,963,994	10/16/90
Young	U.S. Patent No. 4,977,455	12/11/90
Durden et al.	U.S. Patent No. 5,003,384	03/26/91
Baji et al.	U.S. Patent No. 5,027,400	06/25/91
Hallenbeck	U.S. Patent No. 5,038,211	08/06/91
Hoarty et al.	U.S. Patent No. 5,093,718	03/03/92
Harvey et al.	U.S. Patent No. 5,109,414	04/28/92
Ferraro	U.S. Patent No. 5,151,782	09/29/92
Young	U.S. Patent No. 5,151,789	09/29/92
Bradley et al.	U.S. Patent No. 5,172,413	12/15/92
Yee et al.	U.S. Patent No. 5,210,611	05/11/93
Hoarty et al.	U.S. Patent No. 5,220,420	06/15/93
Freeman	U.S. Patent No. Re 34,340	08/10/93
Bonicel et al.	U.S. Patent No. 5,235,415	08/10/93
Vogel	U.S. Patent No. 5,253,066	10/12/93
Holman	U.S. Patent No. 5,285,278	02/08/94
P. Deborah Clark	U.S. Patent No. 5,311,423	05/10/94
Harvey et al.	U.S. Patent No. 5,335,277	08/02/94
Young et al.	U.S. Patent No. 5,353,121	10/04/94
Remillard	U.S. Patent No. 5,404,393	04/04/95
Hoarty	U.S. Patent No. 5,412,720	05/02/95
Blahut et al.	U.S. Patent No. 5,442,389	08/15/95
Ohga et al.	U.S. Patent No. 5,465,385	11/07/95
Young et al.	U.S. Patent No. 5,479,268	12/26/95
Marshall et al.	U.S. Patent No. 5,523,796	06/04/96
Davis et al.	U.S. Patent No. 5,559,548	09/24/96
Harper et al.	U.S. Patent No. 5,585,858	12/17/96
Knee et al.	U.S. Patent No. 5,589,892	12/31/96
Hendricks et al.	U.S. Patent No. 5,600,364	02/04/97
Roop et al.	U.S. Patent No. 5,619,274	04/08/97

Youman et al.	U.S. Patent No. 5,629,733	05/13/97
Alten et al.	U.S. Patent No. 5,635,978	06/03/97
Lawler et al.	U.S. Patent No. 5,699,107	12/16/97
Williams et al.	U.S. Patent No. 5,701,161	12/23/97
Ellis et al.	U.S. Patent No. 5,760,821	06/02/98
Wolzien	U.S. Patent No. 5,761,606	06/02/98
Alten et al.	U.S. Patent No. 5,781,246	07/14/98
Hendricks et al.	U.S. Patent No. 5,798,785	08/25/98
Lemmons et al.	U.S. Patent No. 5,880,768	03/09/99
Marshall et al.	U.S. Patent No. 5,892,498	04/06/99
Matthews III et al.	U.S. Patent No. 6,025,837	02/15/00

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PCT Patent App. Publ. No. WO 86/01359	02/27/86
PCT Patent App. Publ. No. WO 88/04507	06/16/88
European Patent App. Publ. No. 2 232 031 A	11/28/90
PCT Patent App. Publ. No. WO 91/05436	04/18/91
Japanese Patent No. 4-335395	11/24/92
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PCT Patent App. Publ. No. WO 95/01057	01/05/95
PCT Patent App. Publ. No. WO 95/04431	02/09/95
PCT Patent App. Publ. No. WO 96/34491	10/31/96
PCT Patent App. Publ. No. WO 96/41478	12/19/96
PCT Patent App. Publ. No. WO 97/13368	04/10/97
PCT Patent App. Publ. No. WO 97/19555	05/29/97
PCT Patent App. Publ. No. WO 97/29458	08/14/97
PCT Patent App. Publ. No. WO 97/46943	12/11/97
PCT Patent App. Publ. No. WO 97/47124	12/11/97
PCT Patent App. Publ. No. WO 98/00975	01/08/98
PCT Patent App. Publ. No. WO 98/00976	01/08/98
PCT Patent App. Publ. No. WO 98/06219	02/12/98
PCT Patent App. Publ. No. WO 98/17064	04/23/98
PCT Patent App. Publ. No. WO 98/39893	09/11/98
PCT Patent App. Publ. No. WO 98/41013	09/17/98

PCT Patent App. Publ. No. WO 98/41020	09/17/98
PCT Patent App. Publ. No. WO 98/43183	10/01/98
PCT Patent App. Publ. No. WO 99/03267	01/21/99
PCT Patent App. Publ. No. WO 99/22523	05/06/99

OTHER DOCUMENTS

CableData brochure "A New Approach To Addressability" (undated).

"Addressable Converters: A New Development at CableData," Via Cable, Vol. 1, No. 12 (Dec. 1981).

Hofmann, Neumann, Oberlies, and Schadwinkel, "Videotext Programmiert Videorecorder," Rundfunktechnische Mitteilungen, Nov.-Dec. 1982, pp. 254-57 (translation attached).

Vito Brugliera, "Digital On-Screen Display - A New Technology for the Consumer Interface," Symposium Record Cable Sessions, 18th International Television Symposium and Technical Exhibition, Montreux, Switzerland 10-15 June 1993, pp. 572-586 (June 11, 1993).

Matthew D. Miller, "A Scenario for the Deployment of Interactive Multimedia Cable Television Systems in the United States in the 1990's, proceedings of the IEEE," Vol. 82, No. 4, April 1994, pages 585-589.

European Telecommunication Standard, "Electronic Programme Guide (EPG); Protocol for a TV Guide using electronic data transmission", pp. 1-45, sections 1-11.12.7 and annex A-P, bearing a date of May 1997.

Hartwig, Rautenberg, Bollmann, "Broadcasting and Processing of Program Guides for Digital TV", SMPTE Journal, pp. 727-732, October 1997.

Technical White Paper, "OpenTV™ Operating Environment", (© 1998 OpenTV Inc.), pages 1-12.

"Windows 98 Feature Combines TV, Terminal and the Internet," New York Times, August 18, 1998.

"Digital Video Broadcasting (DVB); DVB specification for data broadcasting", European Telecommunications Standards Institute, Draft EN 301 192 V1.2.1 (1999-01).

"Rewind, replay and unwind with new high-tech TV devices," by Lawrence J. Magid, LA Times. This document was printed from the Internet on June 6, 1999 and bears a date of May 19, 1999.

"OpenTV(R) and Interactive Channel Form Strategic Alliance to Deliver Interactive Programming to Satellite Television Subscribers", from the Internet at <http://www.opentv.com/news/interactivechannelfinal.htm>, printed on 6/28/99.

"OpenTV Launches OpenStreamer™ Technology for Broadcasters to Deliver First-Ever Real-Time Digital Interactive Television", from the Internet at [http://www.opentv.com/news/openstreamer\\_press\\_final.htm](http://www.opentv.com/news/openstreamer_press_final.htm), printed on 6/28/99, the document bears a copyright date of 1999.

"Prevue Networks and OpenTV(R) Agree to Work Together on Deploying Interactive Program Guides Worldwide", from the Internet at <http://www.opentv.com/news/prevuefinal.htm>, printed on 6/28/99.

"The MyCalendar website. This website is located at [www.mycalendar.com](http://www.mycalendar.com) bearing copyright dates of 1997-1999 (as printed from the Internet 10/26-10/27, 1999).

"StarBurst Omnicast Provides First Software-based Content Distribution Solution for One-Way Satellite Networks", StarBurst Software Press Release, from the Internet at [http://www.starburstcom.com/pr\\_fec.htm](http://www.starburstcom.com/pr_fec.htm), bearing a date of February 1, 1999, printed April 9, 1999.

"StarBurst OmniCast Server-to-Server", StarBurst Software from the Internet at <http://www.starburstsoftware.com/OmniCast-server-to-server.pdf>, printed April 9, 1999.

"StarBurst OmniCast Server-to-Desktop", from the Internet at <http://www.starburstsoftware.com/OmniCast-server-to-desktop.pdf>, printed April 9, 1999.

The MyYahoo website. This website is located at [edit.yahoo.com](http://edit.yahoo.com) (as printed from the Internet 10/26-27, 1999).

These documents are listed on the accompanying Form PTO-1449 (submitted in duplicate) and copies are enclosed herewith.

In accordance with 37 C.F.R. § 1.98, applicants would also like to call the Examiner's attention U.S. Patent Application No. 08/225,246 (filed 4/8/94), U.S. Patent Application No. 09/368,825 (filed 8/5/99), U.S. Patent Application No. 09/400,391 (filed 9/21/99), U.S. Patent Application No. 09/437,107 (filed 11/9/99), and U.S. Patent Application No. 09/536,729 (filed 3/28/00). Copies of these applications are enclosed herewith. These applications have not been listed on the accompanying Form PTO-1449 to prevent their Application Nos. from being printed on the face of any patent issuing from this application. Applicants respectfully request that the Examiner sign the statement "All references have been considered" on the bottom of page 5 of the enclosed Form PTO-1449 to indicate that these references were considered (See MPEP § 609(c)).

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,

Richard M. Reustel, Jr.

Reg. No. 46,698

Attorney for Applicant(s)

FISH & NEAVE

Customer No. 1473

1251 Avenue of the Americas

New York, New York 10020-1104

Tel.: (212) 596-9000

FORM PTO-1449	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. UV-174	SERIAL NO. 09/731,115
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		APPLICANT M. Scott Reichardt et al.	
		FILING DATE December 6, 2000	GROUP 2611

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	3,729,581	04/24/73	Anderson	178	6.8	
	4,058,830	11/15/77	Guinet et al.	358	86	
	4,203,130	05/13/80	Doumit et al.	358	1	
	4,488,179	12/11/84	Krüger et al.	358	181	
	4,685,131	08/04/87	Horne	380	20	
	4,691,351	09/01/87	Hayashi et al.	380	10	
	4,706,121	11/10/87	Young	358	142	
	4,714,919	12/22/87	Foster	340	726	
	4,751,578	06/14/88	Reiter et al.	358	183	
	4,787,063	11/22/88	Muguet	364	900	
	4,833,710	05/23/89	Hirashima	380	20	
	4,899,139	02/06/90	Ishimochi et al.	340	721	
	4,942,391	07/17/90	Kikuta	340	745	
	4,963,994	10/16/90	Levine	358	335	
	4,977,455	12/11/90	Young	358	142	
	5,003,384	03/26/91	Durden et al.	358	84	
	5,027,400	06/25/91	Baji et al.	380	20	
	5,038,211	08/06/91	Hallenbeck	358	142	
	5,093,718	03/03/92	Hoarty et al.	358	84	
	5,109,414	04/28/92	Harvey et al.	380	9	
	5,151,782	09/29/92	Ferraro	358	86	
	5,151,789	09/29/92	Young	358	194.1	
	5,172,413	12/15/92	Bradley et al.	380	20	
	5,210,611	05/11/93	Yee et al.	358	191.1	
	5,220,420	06/15/93	Hoarty et al.	358	86	
	Re 34,340	08/10/93	Freeman	358	86	
	5,235,415	08/10/93	Bonicel et al.	358	84	
	5,253,066	10/12/93	Vogel	358	188	
	5,285,278	02/08/94	Holman	358	142	
	5,311,423	05/10/94	P. Deborah Clark	364	401	

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. UV-174	SERIAL NO. 09/731,115
INFORMATION DISCLOSURE STATEMENT BY APPLICANT		APPLICANT M. Scott Reichardt et al.		
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5,335,277	08/02/94	Harvey et al.	380	20	
5,353,121	10/04/94	Young et al.	348	563	
5,404,393	04/04/95	Remillard	379	96	
5,412,720	05/02/95	Hoarty	380	15	
5,442,389	08/15/95	Blahut et al.	348	7	
5,465,385	11/07/95	Ohga et al.	455	6.1	
5,479,268	12/26/95	Young et al.	358	335	
5,523,796	06/04/96	Marshall et al.	348	589	
5,559,548	09/24/96	Davis et al.	348	6	
5,585,858	12/17/96	Harper et al.	348	485	
5,589,892	12/31/96	Knee et al.	348	731	
5,600,364	02/04/97	Hendricks et al.	348	1	
5,619,274	04/08/97	Roop et al.	348	461	
5,629,733	05/13/97	Youman et al.	348	7	
5,635,978	06/03/97	Alten et al.	348	7	
5,699,107	12/16/97	Lawler et al.	348	13	
5,701,161	12/23/97	Williams et al.	348	468	
5,760,821	06/02/98	Ellis et al.	348	10	
5,761,606	06/02/98	Wolzien	455	6.2	
5,781,246	07/14/98	Alten et al.	348	569	
5,798,785	08/25/98	Hendricks et al.	348	1	
5,880,768	03/09/99	Lemmons et al.	348	1	
5,892,498	04/06/99	Marshall et al.	345	123	
6,025,837	02/15/00	Matthews III et al.	345	327	

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## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	60-61935	04/09/85	Japan	G11B15	02	X	
	WO 86/01359	02/27/86	PCT	H04N	5/445		
	WO 88/04507	06/16/88	PCT	H04N	7/087		
	2 232 031 A	11/28/90	UK	H04N	5/445		
	WO 91/05436	04/18/91	PCT	H04N	5/44		
	4-335395	11/24/92	Japan	G09G	5/34	X	
	2 264 409 A	08/25/93	UK	H04N	5/445		
	WO 95/01057	01/05/95	PCT	H04N	7/16		
	WO 95/04431	02/09/95	PCT	H04N	7/173		
	WO 96/34491	10/31/96	PCT	H04N	7/025		
	WO 96/41478	12/19/96	PCT	H04N	7/173		
	WO 97/13368	04/10/97	PCT	H04N	7/10		
	WO 97/19555	05/29/97	PCT	H04N	7/16		
	WO 97/29458	08/14/97	PCT	G06T	13/00		
	WO 97/46943	12/11/97	PCT	G06F	13/00		
	WO 97/47124	12/11/97	PCT	H04M	11/00		
	WO 98/00975	01/08/98	PCT	H04N	7/173		
	WO 98/00976	01/08/98	PCT	H04N	7/173		
	WO 98/06219	02/12/98	PCT	H04N	7/10		
	WO 98/17064	04/23/98	PCT	H04N	7/173		
	WO 98/39893	09/11/98	PCT	H04M			
	WO 98/41013	09/17/98	PCT	H04N	5/445		
	WO 98/41020	09/17/98	PCT	H04N	7/10		
	WO 98/43183	10/01/98	PCT	G06F	17/30		
	WO 99/03267	01/21/99	PCT	H04N	5/44		
	WO 99/22523	05/06/99	PCT	H04N	7/26		

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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	
	CableData brochure "A New Approach To Addressability" (undated).
	"Addressable Converters: A New Development at CableData," <i>Via Cable</i> , Vol. 1, No. 12 (Dec. 1981).
	Hofmann, Neumann, Oberlies, and Schadwinkel, "Videotext Programmiert Videorecorder," <i>Rundfunktechnische Mitteilungen</i> , Nov.-Dec. 1982, pp. 254-57 (translation attached).
	Vito Brugliera, "Digital On-Screen Display - A New Technology for the Consumer Interface," <i>Symposium Record Cable Sessions</i> , 18th International Television Symposium and Technical Exhibition, Montreux, Switzerland 10-15 June 1993, pp. 572-586 (June 11, 1993).
	Matthew D. Miller, "A Scenario for the Deployment of Interactive Multimedia Cable Television Systems in the United States in the 1990's," proceedings of the IEEE, Vol. 82, No. 4, April 1994, pages 585-589.
	European Telecommunication Standard, "Electronic Programme Guide (EPG); Protocol for a TV Guide using electronic data transmission", pp. 1-45, sections 1-11.12.7 and annex A-P, bearing a date of May 1997.
	Hartwig, Rautenberg, Bollmann, "Broadcasting and Processing of Program Guides for Digital TV", <i>SMPTE Journal</i> , pp. 727-732, October 1997.
	Technical White Paper, "OpenTV™ Operating Environment", (© 1998 OpenTV Inc.), pages 1-12.
	"Windows 98 Feature Combines TV, Terminal and the Internet," <i>New York Times</i> , August 18, 1998.
	"Digital Video Broadcasting (DVB); DVB specification for data broadcasting", European Telecommunications Standards Institute, Draft EN 301 192 V1.2.1 (1999-01).
	"Rewind, replay and unwind with new high-tech TV devices," by Lawrence J. Magid, <i>LA Times</i> . This document was printed from the Internet on June 6, 1999 and bears a date of May 19, 1999.
	"OpenTV(R) and Interactive Channel Form Strategic Alliance to Deliver Interactive Programming to Satellite Television Subscribers", from the Internet at <a href="http://www.opentv.com/news/interactivechannelfinal.htm">http://www.opentv.com/news/interactivechannelfinal.htm</a> , printed on 6/28/99.
	"OpenTV Launches OpenStreamer™ Technology for Broadcasters to Deliver First-Ever Real-Time Digital Interactive Television", from the Internet at <a href="http://www.opentv.com/news/openstreamer_press_final.htm">http://www.opentv.com/news/openstreamer_press_final.htm</a> , printed on 6/28/99, the document bears a copyright date of 1999.
	"Prevue Networks and OpenTV(R) Agree to Work Together on Deploying Interactive Program Guides Worldwide", from the Internet at <a href="http://www.opentv.com/news/prevuefinal.htm">http://www.opentv.com/news/prevuefinal.htm</a> , printed on 6/28/99.
	The MyCalendar website. This website is located at <a href="http://www.mycalendar.com">www.mycalendar.com</a> bearing copyright dates of 1997-1999 (as printed from the Internet (10/26-10/27).
	"The Interactive Digital Network: More Than Just A Set-Top Decision", by Scientific-Atlanta, Inc., from the Internet at <a href="http://www.scialt.com/DigitalNetwork/index.htm">http://www.scialt.com/DigitalNetwork/index.htm</a> , printed April 9, 1999. The document bears copyright dates 1995, 1996, 1997, 1998.

EXAMINER

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		FILING DATE December 6, 2000	GROUP 2611

**OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)**

EXAMINER INITIAL	
	"StarBurst Omnicast Provides First Software-based Content Distribution Solution for One-Way Satellite Networks", StarBurst Software Press Release, from the Internet at <a href="http://www.starburstcom.com/pr_fec.htm">http://www.starburstcom.com/pr_fec.htm</a> , bearing a date of February 1, 1999, printed April 9, 1999.
	"StarBurst OmniCast Server-to-Server", StarBurst Software from the Internet at <a href="http://www.starburstsoftware.com/OmniCast-server-to-server.pdf">http://www.starburstsoftware.com/OmniCast-server-to-server.pdf</a> , printed April 9, 1999.
	"StarBurst OmniCast Server-to-Desktop", from the Internet at <a href="http://www.starburstsoftware.com/OmniCast-server-to-desktop.pdf">http://www.starburstsoftware.com/OmniCast-server-to-desktop.pdf</a> , printed April 9, 1999.
	The MyYahoo website. This website is located at <a href="http://www.edityahoo.com">edityahoo.com</a> (as printed from the Internet 10/26-27, 1999).

All references have been considered.

Examiner

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